

Nearly two out of every three additional
cigarette sales you made last year
were Philip Morris brands.

Here's the Score for '74:

Gains In Domestic Cigarette Consumption Over 1973

Total Industry	+ 17.45 billion
Philip Morris USA	+ 11.32 billion
Rest of Industry	+ 6.13 billion

Growth like this means extra sales and profits for every drug store
that keeps Philip Morris brands fully in stock at every location.

*The Profit Makers
come from*
Philip Morris USA

